

Blinkit Report

Microsoft Power BI

Nehal Ansari
26/1/2025

Guided By: The Developer (Ayan Khan)
YouTube link: <https://www.youtube.com/watch?v=VCE62a9Z5Vc>

Index

1. Home Page
2. Overview Page (DashBoard)
3. Filter Panel
4. Sales Overview Page
5. Customer Page
6. Feedback Page
7. Inventory Page
8. Marketing Page



Make your business decision

blinkit

This is navigation bar to
move to a specific page

Home

Overview

Sales Overview

Customer

Feedback

Inventory

Marketing

This button opens a slicer panel

Navigation bar here also

blinkit

India's Last Minute App



99.13%

Growth



Value 2024

1.25M

Last 6 Months



Value 2023

629.82K

Last 6 Months

Inventory

Details



Available Stock%

Damaged Stock%

● damaged_stock ● Available_Stock



Dashboard

Home

Overview

Sales Overview

Customer

Feedback

Inventory

Marketing



Marketing

Details



1.1M

Clicks



113.5K

Conversion



11.1M

Impression



12.3M

Revenue

Sales Overview

Details

2024, 2023 and Growth by Month

Last 6 Months

● 2024 ● 2023 ● Growth



Customer

Details

New & Lost Customers

Count **New** | Lost **774** / 332

Sale **New** | Lost **941.05K** / 375K

Feedback

Details

Aachal Mangat

★★



Aachal Nazareth

★★★★



Aadhya Cherian

★★



This is the Filter Panel

blinkit

India's Last Minute App



99.13%

Growth



Value 2024

1.25M

Last 6 Months



Value 2023

629.82K

Last 6 Months

Inventory

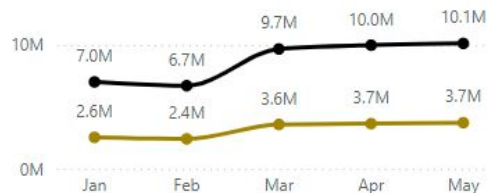
Details



Available Stock%

Damaged Stock%

● damaged_stock ● Available_Stock



Filter Panel

Quantity

Value



Date Axis Selector

- ☒ Month
- ☐ Month-yr
- ☐ Quarter
- ☐ Day

Last 2 Months

Last 3 Months

Last 6 Months

Last 9 Months

Last Month

YTD

Cust Segment

All

Area

All

YTD Month

Jun

Year

All



1.1M

Clicks



113.5K

Conversion



11.1M

Impression



12.3M

Revenue

Sale New | Lost

941.05K / 375K

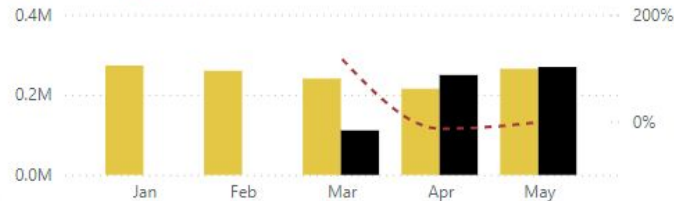
Sales Overview

Details

2024, 2023 and Growth by Month

Last 6 Months

● 2024 ● 2023 ● Growth



Feedback

Details

Aachal Mangat

★★



Aachal Nazareth

★★★★



Aadha Cherian

★★



blinkit



Value 2024

Value 2023

99.13%

Growth



1.25M

Last 6 Months

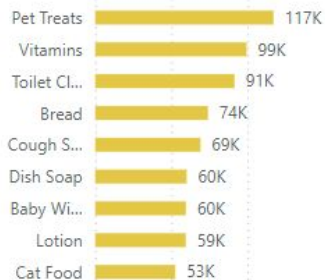


629.82K

Last 6 Months

Top 10 Product by Value

Last 6 Months



0K 50K 100K

Default

Top 5

Top 10

Top 20

Top 50

Top 100

Sales Overview

Home

Overview

Sales
Overview

Customer

Feedback

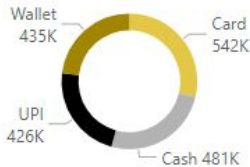
Inventory

Marketing



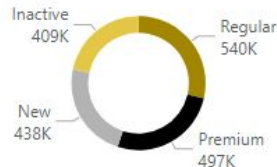
Payment Method

Last 6 Months



Customer Segment

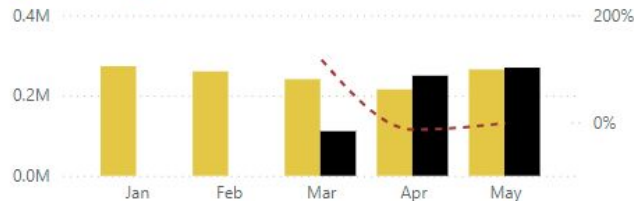
Last 6 Months



2024, 2023 and Growth by Month

Last 6 Months

2024 2023 Growth



Default

Top 5

Top 10

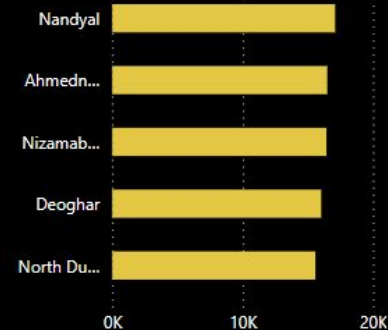
Top 20

Top 50

Top 100

Top 5 Area by Value

Last 6 Months



blinkit



99.13%
Growth



Value 2024

1.25M

Last 6 Months



Value 2023

629.82K

Last 6 Months

Top 5 Customers by Value Last 6 Months



Default

Top 5

Top 10

Top 20

Top 50

Top 100

Customer

Home

Overview

Sales Overview

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Total Customers

Count 2024 | 2023

1009 / 567



Sale 2024 | 2023

1.25M / 630K



New & Lost Customers

Count New | Lost

774 / 332



Sale New | Lost

941.... / 375K



Repeated Customers

Count 2024 | 2023

227 / 63



Sale 2024 | 2023

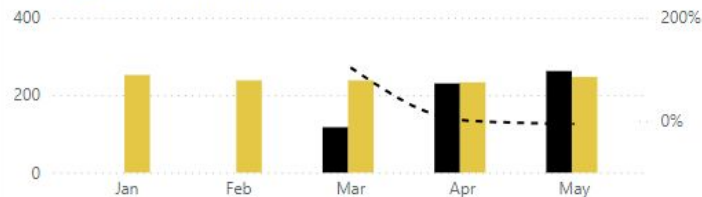
512K / 137K



Customer Counts By Months

Last 6 Months

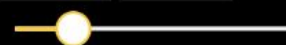
● 2023 ● 2024 ● Customer_Growth



445

Customer who order more
than 2 times

0 2 Order Slider



blinkit



Value 2024

Value 2023

99.13%

Growth



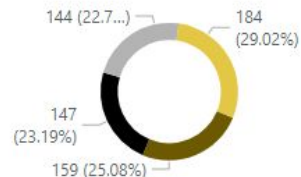
1.25M

Last 6 Months



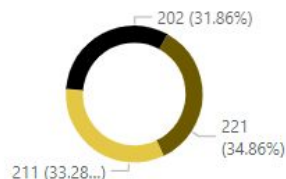
629.82K

Last 6 Months



Feedback_Cat...

- Delivery
- Customer S...
- Product Qu...
- App Experie...



Feedback_Senti...

- Negative
- Neutral
- Positive

Feedback

Home

Overview

Sales Overview

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Customer_Name	Customer_Segment	Feedback_Category	Feedback_Text	Product_Category	Star
Aadi Bains	Regular	Delivery	Will definitely order again.	Grocery & Staples	★★★★★
Aarna Dave	Inactive	Delivery	Will definitely order again.	Dairy & Breakfast	★★★★★
Aarush Badami	Regular	Product Quality	Will definitely order again.	Grocery & Staples	★★★★★
Aditya Barman	Premium	App Experience	Will definitely order again.	Cold Drinks & Juices	★★★★★
Anika Hari	Inactive	App Experience	Will definitely order again.	Dairy & Breakfast	★★★★★
Bakhshi De	New	Customer Service	Will definitely order again.	Dairy & Breakfast	★★★★★
Balendra Sidhu	Inactive	Product Quality	Will definitely order again.	Dairy & Breakfast	★★★★★
Banjeet Oak	Inactive	Delivery	Will definitely order again.	Pet Care	★★★★★
Bhavya Tiwari	Regular	App Experience	Will definitely order again.	Pet Care	★★★★★
Chaitaly Parekh	Inactive	Product Quality	Will definitely order again.	Instant & Frozen Food	★★★★★
Charan Ramanathan	New	Customer Service	Will definitely order again.	Pet Care	★★★★★
Dalaja Choudhury	Regular	Delivery	Will definitely order again.	Household Care	★★★★★
Darika Kaul	Regular	Delivery	Will definitely order again.	Snacks & Munchies	★★★★★

64
Rating 1



68
Rating 2



199
Rating 3



206
Rating 4



97
Rating 5



blinkit



99.13%

Growth



Value 2024

1.25M

Last 6 Months



Value 2023

629.82K

Last 6 Months

Inventory

Home

Overview

Sales Overview

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18.1M

Total Received



17.5M

Available Stock



3.5%

Stock Movement%



11.8M

Stock Received

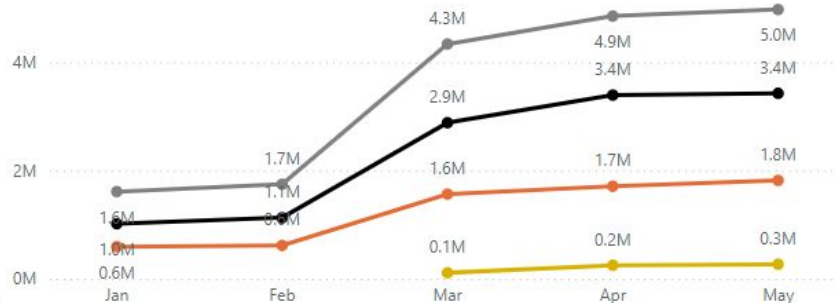


6.3M

Damaged Stock

Stock Information

● stock_received ● Period_Value ● damaged_stock ● Available_Stock



Stock Available

96.53%

Available Stock%

17.5M

Damaged Stock

34.72%

Damaged Stock%

6.3M

blinkit



99.13%

Growth

Value 2024



1.25M

Last 6 Months

Value 2023



629.82K

Last 6 Months

Marketing

Home

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373.4K
Clicks



38.4K
Conversion



3.8M
Impression



4.1M
Revenue



2.1M
Spend

clicks

conversions

impressions

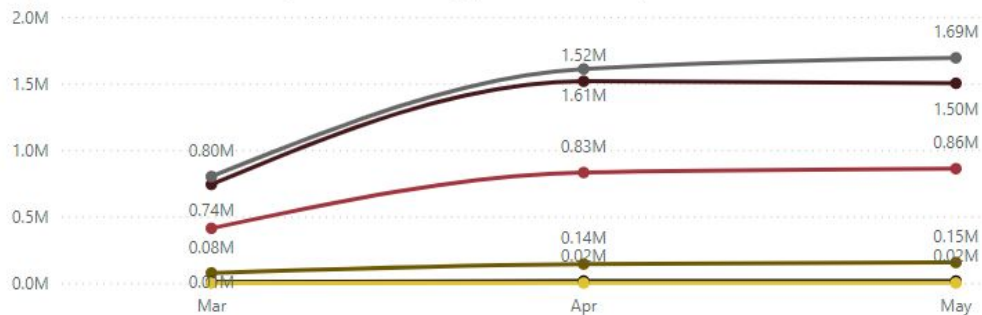
revenue_generated

roas

spend

Marketing Value by Month and Keys

Keys ● clicks ● conversions ● impressions ● revenue_generated ● roas ● spend



Thank You...